

Data for Annual Report + 1995 Earnings release

shipment

Nielsen

1995 PM vol	221.794	% chg	1.1	
Ind vol	421.204		-1.7	
PM share		46.09		47.3 / +1.15pts
Prem share	1995	69.94	69.96	+2.49
	1994	67.47		
	1993	63.21		vs 1994
1995 Ind Prem		336636 billion		
PM vol	221.794			
PM Prem	183.349			
PM Disc	38.445			
% prem		82.67%	+1.94	vs 1994

1994 Ind Prem		330391	+6245 ⁹⁵	vs 94
PM vol	219.400			
PM Prem	177.128		+622 ⁹⁵	vs 94
PM Disc	42.271			
% prem		80.73%		
PM share		reported 80.7	1994 earnings	46.16
1993				
PM vol	194.715			
Prem	144.886			
Disc	49.828			
% prem		74.41%		

		1995	1994		1995	1994	
Marlboro share	year	30.10	28.13	+1.97pts	30.68	28.57	+2.11
O.P.B. share					8.93		
Marlboro share	4Qtr-1994				31.58		

Basic share of Decord - Nielsen

1995 Year	15.78	15.8
1994 Year	14.49	14.5
	+1.29	+1.3

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